



THE AFRICA TRAVEL ASSOCIATION
proudly presents the

Fifth Annual ATA U.S.-AFRICA TOURISM SEMINAR



When:
Friday, March 16, 2012

Where:
Washington Convention Center
801 Mount Vernon Place, NW
Washington, D.C., USA

The Africa Travel Association
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PROMOTIONAL & SPONSORSHIP OPPORTUNITIES

Reach Africa's Tourism Professionals and Government Leaders with ATA



PRESENTING EVENT SPONSOR

\$10,000

Join ATA as a *Presenting Sponsor* and receive maximum visibility among all the attendees during the entire event, including the evening reception. You can display your Destination or Company signage and distribute marketing materials to all those in attendance. You can also share your promotional video at a prime exposure opportunity at the seminar. ATA will also issue a news release announcing your sponsorship, place your logo with a link to your website on our website page, and provide a full-page of advertising in the seminar program booklet. Presenting Sponsors will also receive 10 complimentary registrations.

EVENING RECEPTION

\$7,500

This maximum exposure opportunity includes hosting an evening reception dedicated to showcasing your Destination or Company either prior to or at the end of the U.S.-Africa Seminar. The ATA team will help you and your colleagues plan the event that could include a video presentation, musical entertainment, cuisine, and a raffle. ATA also suggests organizing a mini trade exhibit featuring your products and their representatives and inviting a well-known speaker or personality who could draw an audience and bring the attention you deserve. Evening reception sponsors will also receive 7 complimentary registrations.

LUNCHEON

\$5,000

Sponsor the only luncheon at the event and receive premium visibility in front of all the seminar attendees, including an opportunity to share remarks and promotional materials of your Destination or Company. ATA will also announce sponsorship in news releases, place your logo with a link to your website on our website page, and provide a half-page of advertising in the seminar program booklet. Luncheon sponsors receive 5 complimentary registrations.

SESSIONS

\$2,500 each

Sponsor a session and you'll have the opportunity to get exposure and make great contacts with everyone attending the event. Display signage, distribute materials and have an opportunity to chair the discussion. Sponsors will be mentioned in news releases and the seminar program booklet and have a logo with a link to your website on our website page. Session sponsors receive 3 complimentary registrations.

COFFEE & TEA

\$1,000 each

Without a doubt, the attendees will crave a cup of coffee or tea at some point during the day. By sponsoring one of the event's two coffee breaks, you'll have an opportunity to showcase your product and mingle directly with the participants. You can also share your promotional video at the seminar. Coffee & Tea sponsors receive 1 complimentary registration.

US-AFRICA SEMINAR PROGRAM BOOKLET

The official program is distributed to seminar attendees and posted on our website. Sponsors/advertisers can buy space to include itineraries, advertisements and/or advertorials.

Back Cover	Specs 7" x 10"	\$1,500 each
Inside Front Cover	Specs 7" x 10"	\$1,000 each
Inside Back Cover	Specs 7" x 10"	\$1,000 each
Full page	Specs 7" x 10"	\$ 750 each
Half page	Specs 7" x 5"	\$ 500 each
Quarter page	Specs 7" x 2.5"	\$ 250 each

* All promotional and sponsorship opportunities are sold on a first-come, first-served basis.

** All promotional and sponsorship opportunities are quoted in US dollars.

** With the exception of Program Booklet Sponsors, sponsors will be recognized on ATA website, facebook page and Twitter feed.